

METHOD : OF MAKING MAGAZINES INCORPORATING POP-UPS AND STRIPS FOR USE THEREWITH

Abstract of the Disclosure

Methods for making magazines that incorporate pop-up structures formed from
5 two facing pages of the magazine and a strategically placed pop-up piece that is
adhesively affixed to both facing pages so as to open into an attention-attracting three-
dimensional configuration when the magazine is opened to those two pages. The
methods are efficient, economical and well adapted to high speed production using a
novel integral continuous strip of pop-up pieces arranged end-to-end, and accordingly,
10 the distribution of magazines incorporating three-dimensional pop-up structures becomes
a reality.